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ASSIGNMENT

WHEREAS, I, as below named inventors, residing at the addresses stated next to our names, am a sole inventor (if only name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in
EMBEDDING DATA IN MATERIAL

for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and as
AND WHEREAS, SONY UNITED KINGDOM LIMITED, a United Kingdom corporation, with offices at The Heights, Brooklands, Weybridge KT13 0XW, England, (hereinafter referred to as ASSIGNEE) is desirous of acquiring all interest in, to and under the invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby as sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States; may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States, and I hereby authorize and request the Commissioner of Patents to issue said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEES or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and for further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States;

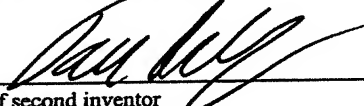

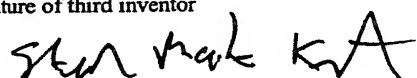
And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and all papers, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible and will testify as to the same in any interference or litigation related thereto;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

And I hereby authorize and request my attorney(s) of record in this application to insert the serial number and filing date of this application in the spaces that follow: Serial Number: _____, Filing Date: _____

This assignment executed on the dates indicated below.

Name of first or sole inventor	Execution date of U.S. Patent Application
Jason Charles Pelly	
Residence of first or sole inventor	
2 Odell Close, Lower Earley, Reading, Berkshire, RG6 4DU, United Kingdom	
Signature of first or sole inventor	Date of this assignment
	30/11/01
Name of second inventor	Execution date of U.S. Patent Application
Daniel Tapson	
Residence of second inventor	
3 Queen Mary Avenue, Basingstoke, Hampshire, RG21 3PL, United Kingdom	
Signature of second inventor	Date of this assignment
	30/11/01
Name of third inventor	Execution date of U.S. Patent Application
Stephen Mark Keating	
Residence of third inventor	
28 Huntingdon Close, Lower Earley, Reading, Berkshire, RG6 3AB, United Kingdom	
Signature of third inventor	Date of this assignment
	30/11/01